



# WE ARE ALL CONNECTED

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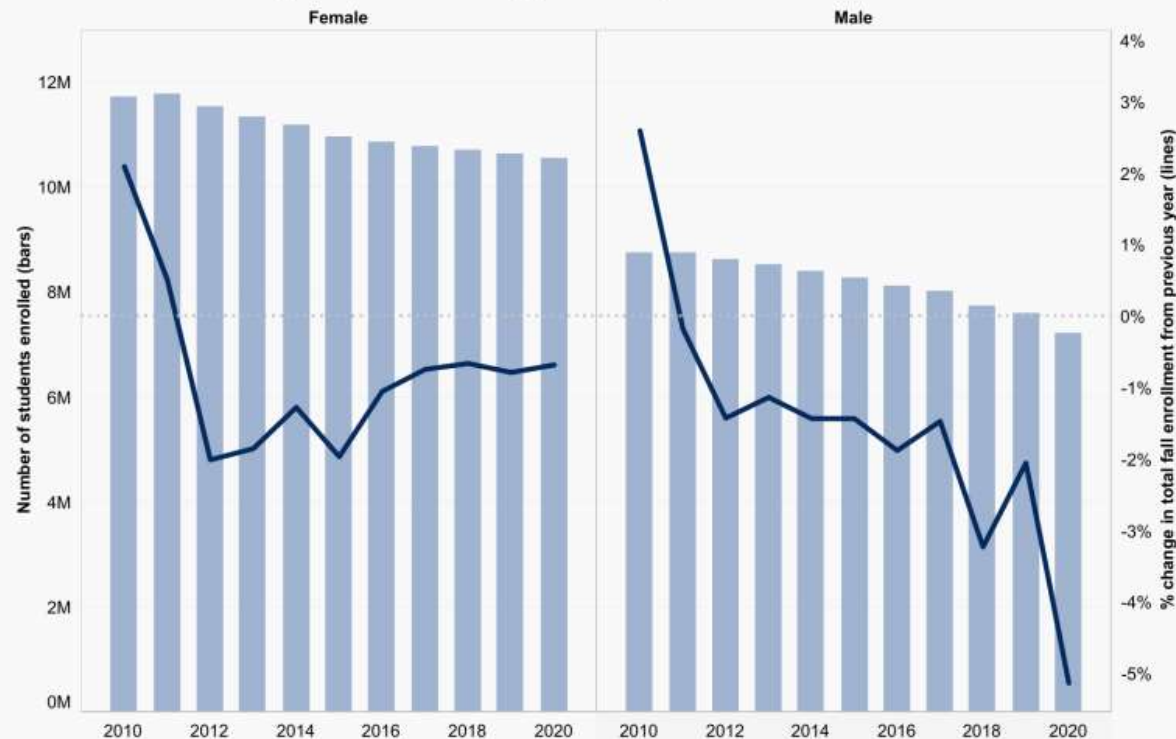


# WOMEN OUTNUMBER MEN IN US COLLEGES BUT BOTH WOMEN AND MEN HAVE SIGNED ON TO COLLEGE LESS

FIGURE 1

## College enrollment, by sex

Fall enrollment and % change in fall enrollment at any postsecondary institution, 2010-2020



Source: National Student Clearinghouse Research Center, Term Enrollment Estimates 2010-2020 (nscresearchcenter.org/current-term-enrollment-estimates/).

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- There is an inverse of our original issue, we are seeing more women in college than men today.
- Data show that 59.5 percent of college students in the United States were women in spring 2021, while 40.5 percent were men. Overall, men's participation in college decreased by 71 percent over the last 5 years.
- While there were 200,000 fewer women students between 2021 and 2020, statistics show that the number of men students has in particular drastically dropped, with 400,000 fewer men students recorded in 2021 compared to a year earlier.

# WHAT HAS HAPPENED?

- The expense of formal credentialling at university
  - Gen Z does not see an ROI on most college degrees
- The internet offers billions of potential customers who are like you
  - Mr Beast on youtube.com – Joined 2012, current audience of 106 Million subscribers, branched out into branded goods such as chocolates and cookies.
  - The Hillbilly Kitchen – Joined 2014, current audience of 733,000 subscribers, sells her book and branded merchandise from trade partners
- Elevation of provable skill-based work
  - Gen Z can learn usable skills online from experts for free

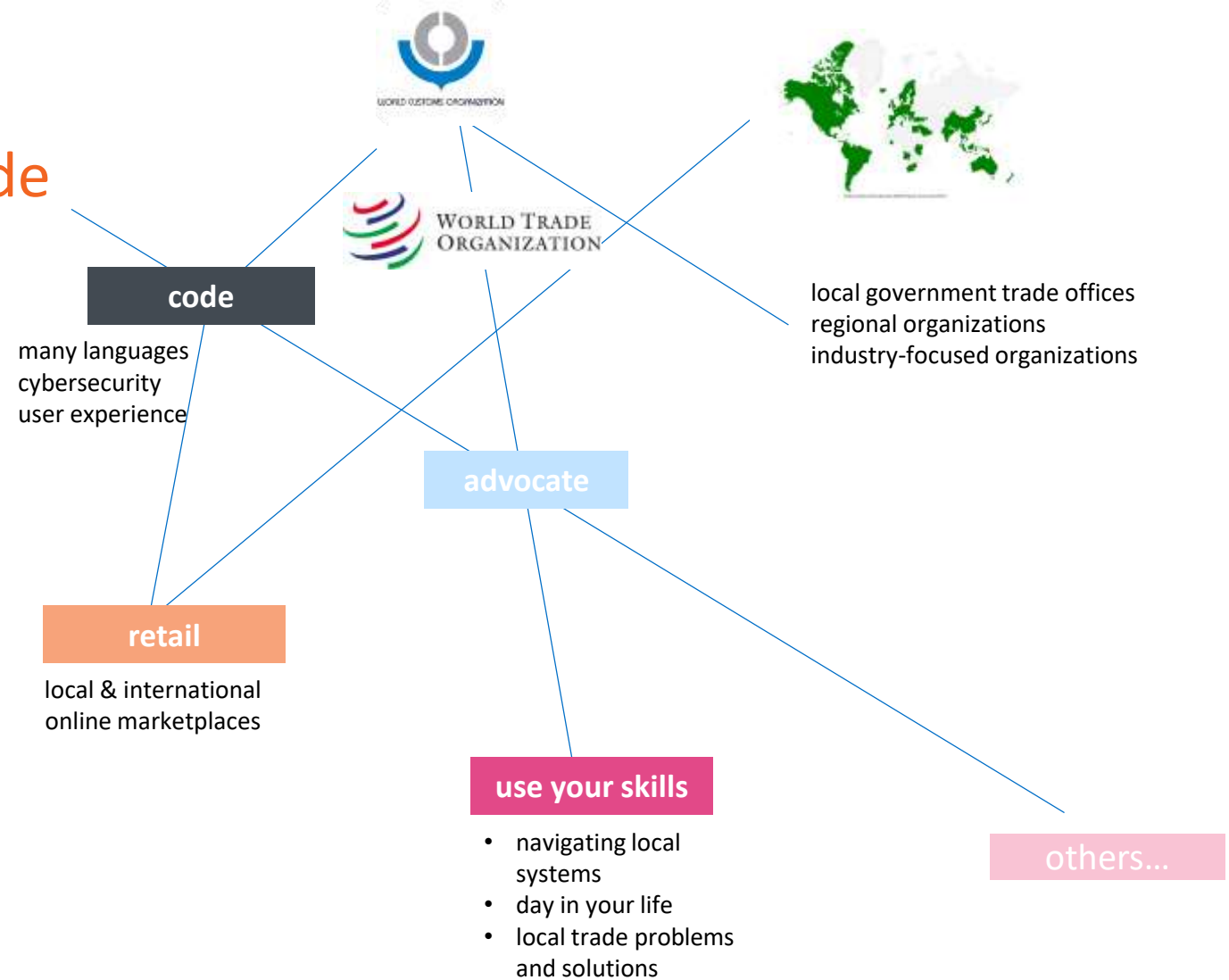


## WHAT DOES IT MEAN FOR WOMEN

Opportunities abound in the digital space for a person to use their skills to create a community and sell their skills, goods online and/or support those that do. You can do anything with access to the internet and a mobile phone today.

## WE ARE LIVING IN THE NETWORK STATE

## opportunities in trade



# DIGITIZATION WORKS FOR ALL

- Digitization creates fairer systems where both these personality types can both thrive and learn from each other
  - Men tend to be transactional and want to do things 'the correct way'
  - Women aim to be transformational and value engaging work environment
- Lots of digital transformation efforts in governments, commercial and local groups
- Tremendous opportunity in helping to understand connections in trade systems, how to build the best trade data, what all this data really means and what data is important
- Increase access to digital systems
  - Start later after primary school
    - Helps to set yourself in the world.
  - Encourage passion for what you are good at, find your talents.



# BE YOURSELF

**Young Female Influencer From Japan Revealed To Be 50-Year-Old Man Using Face Filters**



Souya reportedly explained in an interview that he uses “retouching software” on the photos because “no one wanted to see” him and that social media users only “wanted to see beautiful women” instead, according to Hi Net.